

SECTION I

BACKGROUND

REPORT PURPOSE

This Draft Final Report is intended as a record of the activities that took place, the decisions that were made, and the stakeholders who participated in the Ramona Village Design Workshops held in June of 2003 and February of 2004. The Report describes in detail the recommendations that came out of the workshop and the process by which these recommendations were developed. This section also

includes “Success Stories” that provide examples of successful revitalization projects after which the Ramona effort may be modeled. The final section of the Report outlines next steps in the planning process, including potential funding sources for implementing the recommended projects.

RAMONA VILLAGE DESIGN WORKSHOPS — BACKGROUND

The Ramona Village Design Workshops were held over the course of three days. Most of the ideas and capital improvement projects developed throughout the workshops were generated at the first two sessions. These concepts were then refined and explored in greater detail at the third session. The first two workshops were held on June 13th and 14th, 2003 at Ramona Elementary School in the community of Ramona (workshop brochure in Appendix A). The final workshop took place on February 25th at the Ramona Community Center (agenda in Appendix B). Overall, approximately one hundred community stakeholders participated in these workshops (see C).

The impetus for the Ramona Village Design Workshops emerged as a part of the General Plan 2020 (GP2020) project, a comprehensive update of the County of San Diego’s general plan. Major components of GP2020 include updates to the Land Use Map and Community Plans for communities in the unincorporated area of the County, including Ramona. A revised Zoning Ordinance and Design Standards for this and other communities are some of the tools that will be available to implement the goals and policies of GP2020. Under the concepts of GP 2020, growth in Ramona is directed toward the town center, creating a need to enhance the pedestrian environment and the overall livability of the community. The update process provided an opportunity to develop a holistic planning strategy to address some of the

existing deficits in the town center and to create a visionary plan for the future of this area.

In mid 2002, with the support of Supervisor Dianne Jacob's office, members of the Ramona Community Planning Group (RCPG) and the County of San Diego Department of Planning and Land Use (DPLU) met to discuss tools that could be utilized to retain Ramona's rural character as a component of the General Plan 2020 planning effort. The group came to the conclusion that design was the crucial element in creating a successful town center that would retain or enhance Ramona's rural character. With this, support for the Ramona Village Design Workshops emerged.

ENGAGING THE COMMUNITY

A major goal of the Ramona Village Design Workshops was to achieve broad consensus on the final vision for Ramona's town center. In order to accomplish this, the County of San Diego and the RJC consultant team took several steps to reach out to the community as a whole, with emphasis on bringing a representative cross-section of groups and individuals to the table. Several forms of community outreach were employed to achieve this goal:

- **Preliminary Planning Sessions:** Several months prior to the workshops, County and RJC staff held meetings with some of Ramona's community leaders to receive input on the form and content of the workshops. Key community representatives attended, including members of local elected bodies such as the Ramona Community Planning Group (RCPG) and organizations like the Ramona Trails Association

The "Vision for Ramona" developed in these workshops is a synthesis of ideas from a broad spectrum of community stakeholders. Along with this report, the Vision will be illustrated in a poster format that shows the various capital improvement projects recommended for Ramona's town center. This vision will also be incorporated into the updated Ramona Community Plan to establish a foundation for work on the Zoning Ordinance and Design Standards. It will serve as a tool for community members and organizations to initiate town center improvement projects and to seek relevant funding opportunities.

(RTA) and the Ramona Chamber of Commerce (see Appendix D). These individuals brought an array of local and professional knowledge to the project. They suggested topic areas to be covered, the geographic study area, and the images and other tools that would be used during the Workshop exercises.

- **Local Publicity:** A number of mediums were utilized to engage the greater community in the Ramona Village Design Workshops. Color brochures (Appendix A) were sent to the members of the Ramona Community Planning Group and the Ramona Design Review Board (RDRB) (Appendix E). These brochures were also sent to the County General Plan 2020 mailing list for Ramona and were available throughout the community at locations such as the Ramona Chamber of Commerce, the Ramona Town Hall, Library, and the Ramona Community Center.

In addition, fliers were posted in these locations. Albertsons of Ramona supported the Workshops by placing fliers in customer grocery bags for the two weekends prior to the event. Finally, descriptive pieces ran in the Ramona Sentinel for several weeks advertising the Design Workshops.